

State Environmental Planning Policy (Industry & Employment) 2021		
Control	Compliance	Comment
Section 3.4 Signage to which this Chapter applies		
<p><i>(1) This Chapter applies to all signage that—</i> <i>(a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and</i> <i>(b) is visible from any public place or public reserve, except as provided by this Chapter.</i></p> <p><i>(2) This Chapter does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is exempt development under this Chapter.</i></p>	YES	<p>The proposed business identification signage is permitted with consent in the E4 General industrial zone.</p> <p>The proposed signage is visible from public places.</p> <p>The Proposal is not an exempt development.</p>
Section 3.6 Granting of consent to signage		
<p><i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—</i> <i>(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</i> <i>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i></p>	YES	<p>The proposed signage is compatible with the desired amenity and visual character of the area. It is designed to a high quality and finish.</p> <p>Assessment criteria specified in Schedule 5 is considered in the below section.</p>
Section 3.7 Advertisements to which this Part applies		
<p><i>(1) This Part applies to all signage to which this Chapter applies, other than the following—</i> <i>(a) business identification signs,</i></p>	YES	<p>The Proposal seeks installation of business identification signage. Therefore, this Part applies on the development.</p>



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<p>(b) building identification signs, (c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, (d) signage on vehicles.</p>		
Section 3.8 Prohibited advertisement		
<p>(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions—</p> <ul style="list-style-type: none"> ▪ environmentally sensitive area ▪ heritage area (excluding railway stations) ▪ natural or other conservation area ▪ open space ▪ waterway ▪ residential (but not including a mixed residential and business zone, or similar zones) ▪ scenic protection area ▪ national park ▪ nature reserve 	YES	<p>Two heritage items are located within the Site. They include:</p> <ul style="list-style-type: none"> ▪ Roche Building (number: 152) ▪ Street Trees (number: 153) <p>However, any environmental effects to the heritage items have been justified under the principal development consent of Northern Beaches Business Park (DA2019/1346). As the Proposal only seeks minor signage work which are ancillary to the approved buildings, it is unlikely to result in any further significant impacts to heritage items.</p>
Section 3.11 Matters of consideration		
<p>(1) A consent authority (other than in a case to which subsection (2) applies) must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires—</p>	YES	<p>The proposed signage is compatible with the desired amenity and visual character of the area. The signage is of high quality and finish.</p>



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<p><i>(a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</i></p> <p><i>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</i></p> <p><i>(c) satisfies any other relevant requirements of this Chapter.</i></p>		The general controls set out by <i>Warringah Development Control Plan 2011</i> are satisfied.
Schedule 5 Assessment criteria		
<p>1 Character of the area</p> <ul style="list-style-type: none"> ▪ <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i> ▪ <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> 	YES	The proposed signage is compatible with the scale and proportions of the building. The location of the signage is in-keeping with the architectural features of the building and does not seek to dominate or detract from the architectural language of the approved built form. It is noted that the proposed signage is consistent with the design intent of the building, is of a scale which is appropriate and proportional to the scale of the building and will not overly dominate or detract from the design quality of the building.
<p>2 Special areas</p> <ul style="list-style-type: none"> ▪ <i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i> 	YES	The proposed development is not located within areas listed under this section. The high quality and finish would not affect the surrounding amenity or visual quality.
<p>3 Views and vistas</p> <ul style="list-style-type: none"> ▪ <i>Does the proposal obscure or compromise important views?</i> ▪ <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i> 	YES	The proposed development would not obscure important views and it respects other signs. The signage is in-keeping with the emerging character of the approved Northern Beaches Business Park.



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<ul style="list-style-type: none"> Does the proposal respect the viewing rights of other advertisers? 		<p>The proposed development is not anticipated to result in any adverse impacts to the existing Site or the amenity of the adjoining properties. Further, the Site is contained within an established business and industrial area and as such should not have an adverse effect on surrounding residential areas.</p> <p>High quality design will be adopted for the proposed signage and hence will enhance the visual quality of the locality.</p>
<p>4 Streetscape, setting or landscape</p> <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management? 	YES	<p>The proposed signage has been designed in respect of the built form on the Site to effectively identify the tenants whilst not being visually obtrusive.</p> <p>The proposed signage is compatible with the industrial / business character of the Site and its surrounds.</p> <p>The proposed signage would visually define the tenants on the Site and would be integrated with the façade treatment to create a visually coherent built form. The proposed signage will consist of a streamlined and considerate signage layout, useful in business and site identification.</p> <p>The proposed development is not used as a visual screen and does not screen any unsightliness.</p> <p>The proposed signage will not protrude above buildings, or above structures or tree canopies.</p> <p>The proposed signage requires minimal maintenance and does not require ongoing vegetation management.</p>



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<p>5 <i>Site and building</i></p> <ul style="list-style-type: none"> ▪ <i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?</i> ▪ <i>Does the proposal respect important features of the site or building, or both?</i> ▪ <i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i> 	YES	<p>The proposed signage is compatible with the scale of the building on the Site. The proposed signage seamlessly integrates with other signage in the surrounding.</p> <p>The proposed signage is of a suitable scale and design for its intended purpose to effectively identify any current or future tenant/business operating on Site and would integrate with the approved built form and façade design to achieve visual coherence.</p>
<p>6 <i>Associated devices and logos with advertisements and advertising structures</i></p> <ul style="list-style-type: none"> ▪ <i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?</i> 	YES	<p>The proposed signage will be fixed to to the building. Details are contained within the architectural plans.</p>
<p>7 <i>Illumination</i></p> <ul style="list-style-type: none"> ▪ <i>Would illumination result in unacceptable glare?</i> ▪ <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i> ▪ <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i> ▪ <i>Can the intensity of the illumination be adjusted, if necessary?</i> ▪ <i>Is the illumination subject to a curfew?</i> 	YES	<p>The proposed signage is not illuminated sign.</p>
<p>8 <i>Safety</i></p> <ul style="list-style-type: none"> ▪ <i>Would the proposal reduce the safety for any public road?</i> ▪ <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> 	YES	<p>The safety measures of the proposed development comply with Australian standards.</p>



State Environmental Planning Policy (Industry & Employment) 2021 Assessment

Proposed Installation of Business Identification Signage

4-8 Inman Road, Cromer 2099 (Lot 1 DP 1282038)

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<ul style="list-style-type: none">▪ <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		

